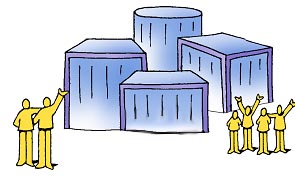
Engaging

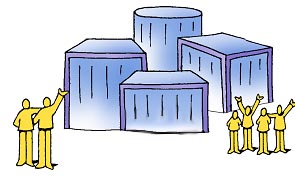
**Workplace Partners**

**Sample Marketing Plan - 2**



### New Ways to Work

**Sample Marketing Plan**

*****This sample plan designed as a first quarter marketing plan.*

**STATEMENT OF GENERAL PURPOSE**

“ABC Youth Employment Agency is a youth employment-brokering program, established to provide meaningful employment opportunities for youth enrolled in your town's schools and community based programs. The general purpose of the Marketing Plan is to prepare for the implementation activities and begin the actual operations of ABC.”

**TARGET AUDIENCE**

The focus of the ABC marketing plan will be Workplace Partners.

**MARKETING AND SALES GOALS and MEASURABLE OBJECTIVES**

***Primary Objectives***

* Stimulate awareness of and interest in organization.
* Familiarize staff with local labor conditions.
* Prepare all sales and informational materials.
* Prepare for, rehearse and begin formal sales presentations.

***Secondary Objectives***

* To place 20 - 25 youth with 10 - 15 businesses as part of the implementation and testing activities.
* To begin preparation for full implementation of the program.

**MESSAGES**

* Companies receive measurable return on investment from real work by students, increased productivity and reduced training and recruitment costs.
* Introduces businesses to potential new workforce and provides a role to impact it.
* Provides positive corporate exposure through high profile involvement in education.

**RESOURCES**

* Employer PowerPoint Presentation
* Examples of other agency Marketing Plans
* NWW Marketing Manual
* Advisory Board Members

**MARKETING AND SALES STRATEGIES**

Activities will include personal contact with potential employers, presentations to employer groups and service clubs, and a direct mail campaign. Planning and development for full implementation will include preparation of an Annual Marketing Plan.

**CALENDAR OF MARKETING ACTIVITIES**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Strategy** | **Key Action Items** | **Assigned To** | **By When** | **Budget** |
| Business Group Presentations | Read and become familiar with the Marketing Manual. | Site Director and Employer Liaison | January 14 |  |
| Research the local labor market. |  | Janaury 24 |  |
| Prepare and print sales materials (brochures, etc.). |  | February 24 |  |
| Make general information presentations to group. |  | March 30 |  |
|  |  |  |  |
| Charter Business Solicitation | Identify 100 businesses for Charter Business solicitation. | Employer Liaison | January 14 |  |
| Enter these 100 businesses into a contact management system. |  | January 24 |  |
| Start Charter Business solicitation with 25 mailing per week and follow-up. |  | March 30 |  |
| Annual Marketing Plan Development | Identify Marketing Team | Site Director | January 24 |  |
| Draft Plan |  | March 30 |  |